

WHAT IS CLAIMED IS:

1. A thermal pressure die for heating and pressing a trim cover assembly for automotive seat into a desired uneven shape, said thermal pressure die including an uneven die surface to be brought into pressing contact with said trim cover assembly, wherein a protection means of elastic and heat insulation property is provided on said uneven die surface.
2. The thermal pressure die as defined in Claim 1, wherein said protection means comprises a protection element in a sheet form, which is fixedly attached on said uneven die surface.
3. The thermal pressure die as defined in Claim 1, wherein said trim cover assembly is formed with solid or geometric decorative patterns in the outer surface thereof.
4. The thermal pressure die according to Claim 2, wherein said protection element is formed from urethane foam material.
5. The thermal pressure die according to Claim 4, wherein said urethane foam material is in form of one unitary sheet having about 2 mm thickness.
6. The thermal pressure die as defined in Claim 1, wherein a projection is so formed on said uneven die surface as to surround a part of said uneven die surface, said projection being adapted to form a decorative groove in said trim cover assembly, and wherein said protection means is provided on said part of said uneven die surface surrounded by said projection.
7. The thermal pressure die as defined in Claim 1, which comprises a lower die and an upper die movable vertically to and from said lower die, wherein said uneven die surface with said protection means provided thereon is defined in one of said lower and upper dies, while

another of said lower and upper dies has an uneven die surface to mate with said uneven die surface, wherein said trim cover assembly is formed with solid or geometric decorative patterns in the outer surface thereof, and wherein said trim cover assembly is placed between said lower and upper dies such that the outer surface thereof faces toward said protection means.

8. The thermal pressure die according to Claim 7, wherein a projection is so formed on said uneven die surface as to surround a part of said uneven die surface, said projection being adapted to form a decorative groove in said trim cover assembly, and wherein said protection means is provided on said part of said uneven die surface surrounded by said projection.

9. The thermal pressure die as defined in Claim 1, which comprises: a lower die on which a foam cushion member is to be placed, said foam cushion member having an uneven surface corresponding in contour to said uneven die surface; and an upper die movable vertically to and from said lower die, said upper die having, defined therein, said uneven die surface with said protection means provided thereon, wherein said trim cover assembly is formed with solid or geometric decorative patterns in the outer surface thereof, and wherein said trim cover assembly is placed between said foam cushion member and said upper dies, such that the outer surface of the trim cover assembly faces toward said protection means.

10. The thermal pressure die according to Claim 9, wherein a projection is so formed on said uneven die surface as to surround a part of said uneven die surface, said projection being adapted to form a decorative groove in said trim cover assembly, and wherein said protection means is provided on said part of said uneven die surface surrounded by said projection.